

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Sean Patrick Nolan

Examiner: Haider, Fawaad

Appl. No. : 10/728,663

Art Unit: 3627

Filed : December 4, 203

Confirmation No. 8854

For : Method and System for
Automating Keyword
Generation, Management, and
Determining Effectiveness**CERTIFICATE OF TRANSMISSION**
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/William L. Jaffe/ February 9, 2010
William L. Jaffe *Date*Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450**AMENDMENT AND RESPONSE**

In response to the Office Action dated November 9, 2009, which was made final, in connection with the above referenced patent application, Applicant respectfully requests reconsideration in view of the following amendments and remarks.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 11 of this paper.